

CLAIMS

The embodiments for which an exclusive property or privilege is claimed are defined as follows:

1. A method of promoting intellectual property, the method comprising:
 - 2 providing a host station having at least one database, the at least one database including:
 - 4 a plurality of intellectual property items; and
 - 5 a description of each intellectual property item;
 - 6 selecting one of said intellectual property items by a consumer station;
 - 7 accessing the description associated with the selected intellectual
 - 8 property item from the consumer station;
 - 9 sending feedback data from the consumer station to the host station, the
 - 10 feedback data including consumer opinion information of the selected intellectual
 - 11 property item based at least in part on the description of the selected intellectual
 - 12 property item; and
 - 13 accessing the feedback data from an industry station to thereby
 - 14 determine the interest in the selected intellectual property item based on the consumer
 - 15 opinion.
- 1 2. A method of promoting intellectual property according to claim 1, and
- 2 further comprising summing the consumer opinion information from different
- 3 consumer stations for the selected intellectual property item.

1 3. A method of promoting intellectual property according to claim 2, wherein
2 the consumer opinion information includes survey information reflective of a
3 consumer's desirability to purchase the selected intellectual property item.

1 4. A method of promoting intellectual property according to claim 1, wherein
2 the consumer opinion information includes survey information reflective of a
3 consumer's desirability to purchase the selected intellectual property item.

1 *Sub B2* 5. A method of promoting intellectual property according to claim 4, and
2 further comprising providing an incentive to a consumer at the consumer station for
3 sending the feedback data.

1 *Sub 5* 6. A method of promoting intellectual property according to claim 5, wherein
2 the incentive is chosen from the group consisting of currency, coupons, discounts,
3 products, and services.

1 7. A method of promoting intellectual property according to claim 1, and
2 further comprising searching a desired grouping of intellectual property items having
3 at least one common feature prior to selecting the at least one intellectual property
4 item.

1 8. A method of promoting intellectual property according to claim 7, wherein
2 the at least one common feature is one of a SIC code and a NAICS code.

9. A method of promoting intellectual property according to claim 1, and further comprising:

sending from a customer station to a host station intellectual property data representative of an intellectual property item at least partially held by a customer at the customer station, the intellectual property data being included in the at least one database and comprising at least the description of the customer's intellectual property item; and

displaying at least the description of the customer's intellectual property item at the host station for view by the consumer and industry stations upon selection of the customer's intellectual property item.

10. A method of promoting intellectual property according to claim 9, wherein the host station includes an Internet site, and further wherein each of the consumer, industry, and customer stations includes a processor-based work station remote from the Internet site and connectable thereto for accessing the at least one database.

11. A method of promoting intellectual property according to claim 10, wherein the feedback data is normally accessible at the Internet site by only the customer and industry stations.

12. A method of promoting intellectual property according to claim 11, wherein the at least one database further comprises at least one confidential information item for the selected intellectual property item.

Sub B4

13. A method of promoting intellectual property according to claim 12,

2 wherein the at least one confidential information item is normally viewable by only the
3 customer station at least partially holding the intellectual property item and the
4 industry station.

14. A method of promoting intellectual property according to claim 13, and

2 further comprising selectively releasing, from the customer station, the at least one
3 confidential information item for view by the consumer station.

15. A method of promoting intellectual property according to claim 1, wherein
2 the host station includes an Internet site, and further wherein each of the consumer and
3 industry stations includes a processor-based work station remote from the Internet site
4 and connectable thereto for accessing the at least one database.

16. A method of promoting intellectual property according to claim 1, wherein
2 the description of each intellectual property item includes at least one general
3 information item viewable by at least the consumer station and at least one
4 confidential information item viewable by the industry station.

17. A method of promoting intellectual property according to claim 16, and

2 further comprising selectively releasing the at least one confidential information item
3 at the host station for view by the consumer station.

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18. A method for promoting intellectual property online, the method

2 comprising:

3 providing a host station having an Internet site and at least one database
4 accessible at the internet site, the at least one database including:

5 a plurality of intellectual property items; and
6 a description of each intellectual property item, the description
7 having at least one general description item and at least one confidential description
8 item;

9 selecting one of said intellectual property items by a consumer station
10 connected to the host station;

11 viewing the at least one general description item associated with the
12 selected intellectual property item from the consumer station;

13 selecting said one intellectual property item by an industry station
14 connected to the host station; and

15 viewing the at least one confidential description item from the industry
16 station;

17 whereby said at least one confidential description item is normally
18 unavailable for view by the consumer station.

1 19. A method for promoting intellectual property according to claim 18, and
2 further comprising:

3 sending feedback data on the selected intellectual property item from the
4 consumer station to the host station, the feedback data including consumer opinion

5 information of the intellectual property item based at least in part on the description of
6 the associated intellectual property item; and

7 accessing the feedback data from the industry station to thereby
8 determine the interest in the selected intellectual property item based on the consumer
9 opinion.

1 20. A method for promoting intellectual property according to claim 19,
2 wherein the consumer opinion information includes survey information reflective of a
3 consumer's desirability to purchase the selected intellectual property item.

1 21. A method for promoting intellectual property according to claim 20, and
2 further comprising providing an incentive to a consumer at the consumer station for
3 sending the feedback data.

1 22. A method for promoting intellectual property according to claim 18, and
2 further comprising searching, by said industry station, a desired grouping of
3 intellectual property items having at least one common feature prior to selecting by
4 said industry station the at least one intellectual property item.

1 23. A method for promoting intellectual property according to claim 22,
2 wherein the at least one common feature is one of a SIC code and a NAICS code.

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2 B6 24. A method for promoting intellectual property according to claim 18, and
3 further comprising selectively releasing the at least one confidential information item
at the host station for view by the consumer station.

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25. A processor-based system for promotion of intellectual property, the system comprising:

3 a host station having at least one database, the at least one database
4 including:

5 a plurality of intellectual property items; and

6 a description of each intellectual property item;

7 means for selecting one of said intellectual property items by a consumer
8 station;

9 means for accessing the description associated with the selected
10 intellectual property item from the consumer station;

11 means for sending feedback data from the consumer station to the host
12 station, the feedback data including consumer opinion information of the selected
13 intellectual property item based at least in part on the description of the selected
14 intellectual property item; and

15 means for accessing the feedback data from an industry station to
16 thereby determine the interest in the selected intellectual property item based on the
17 consumer opinion.

1 26. A processor-based system for promoting intellectual property according to
2 claim 25, and further comprising means for summing the consumer opinion
3 information from different consumer stations for the selected intellectual property
4 item.

1 27. A processor-based system for promoting intellectual property according to
2 claim 26, wherein the consumer opinion information includes survey information
3 reflective of a consumer's desirability to purchase the selected intellectual property
4 item.

1 28. A processor-based system for promoting intellectual property according to
2 claim 25, wherein the consumer opinion information includes survey information
3 reflective of a consumer's desirability to purchase the selected intellectual property
4 item.

1 29. A processor-based system for promoting intellectual property according to
2 claim 28, and further comprising means for providing an incentive to a consumer at
3 the consumer station for sending the feedback data.

1 30. A processor-based system for promoting intellectual property according to
2 claim 29, wherein the incentive is chosen from the group consisting of currency,
3 coupons, discounts, products, and services.

1 31. A processor-based system for promoting intellectual property according to
2 claim 25, and further comprising means for searching a desired grouping of
3 intellectual property items having at least one common feature prior to selecting the at
4 least one intellectual property item.

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1 Sub
2 B9 > 35. A processor-based system for promoting intellectual property according to
3 claim 34, wherein the feedback data is normally accessible at the Internet site by only
the customer and industry stations.

1 Sub
2 B10 > 36. A processor-based system for promoting intellectual property according to
3 claim 35, wherein the at least one database further comprises at least one confidential
information item for at least one of the intellectual property items.

1 Sub
2 B10 > 37. A processor-based system for promoting intellectual property according to
3 claim 36, wherein the at least one confidential information item is normally viewable
4 by only the customer station at least partially holding the intellectual property item and
the industry station.

1 Sub
2 B10 > 38. A processor-based system for promoting intellectual property according to
3 claim 37, and further comprising means for selectively releasing, from the customer
4 station, the at least one confidential information item for view by the consumer station.

1 Sub
2 B10 > 39. A processor-based system for promoting intellectual property according to
3 claim 25, wherein the host station includes an Internet site, and further wherein each of
4 the consumer and industry stations includes a processor-based work station remote
from the Internet site and connectable thereto for accessing the at least one database.

1 Sub
2 B10 > 40. A processor-based system for promoting intellectual property according to
3 claim 25, wherein the description of each intellectual property item includes at least

3 one general information item viewable by at least the consumer station and at least one
4 confidential information item viewable by the industry station.

1 41. A processor-based system for promoting intellectual property according to
2 claim 40, and further comprising means for selectively releasing the at least one
3 confidential information item at the host station for view by the consumer station.

1 S B
2 42. A processor-based system for promoting intellectual property, the system
3 comprising:

4 a host station having an Internet site and at least one database accessible
5 at the internet site, the at least one database including:

6 a plurality of intellectual property items; and

7 a description of each intellectual property item, the description
8 having at least one general description item and at least one confidential description
9 item;

10 means for selecting one of said intellectual property items by a consumer
11 station connected to the host station;

12 means for viewing the at least one general description item associated
13 with the selected intellectual property item from the consumer station;

14 means for selecting said one intellectual property item by an industry
15 station connected to the host station; and

16 means for viewing the at least one confidential description item from the
17 industry station;

whereby said at least one confidential description item is normally unavailable
for view by the consumer station.